THAT WHICH IS CLAIMED IS:

1.   A method of selling regulated goods over a computer network, wherein the computer network

5 comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, and wherein buyers communicate with the Web site via respective Web clients, the method comprising:

displaying information about regulated goods

10 offered for sale via the Web site;

receiving an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods;

verifying that the buyer is authorized to

15 purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods; and

sending an acceptance of the offer to the buyer in response to verifying that the buyer is

20 authorized to purchase the regulated goods.

2.   The method of Claim 1, further comprising verifying that the regulated goods offered for sale are legal for use within the buyer's location

25 in response to verifying that the buyer is authorized to purchase the regulated goods.

3.   The method of Claim 1, further comprising initiating delivery of the regulated goods

30 to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

4. The method of Claim 1, further comprising initiating a transfer of funds from a financial account of the buyer to a financial account of the seller.

5. The method of Claim 4, wherein the step of initiating a transfer of funds comprises notifying a third party financial institution via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

6. The method of Claim 1, wherein the information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

7. The method of Claim 1, wherein displaying information about the regulated goods offered for sale comprises displaying cost information for shipping the regulated goods to a buyer location.

8. The method of Claim 1, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

9. The method of Claim 1, further comprising storing information about a sale of regulated goods to the buyer.

10. The method of Claim 1, further comprising imposing restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

11. The method of Claim 3, wherein initiating delivery of the regulated goods comprises:

conducting a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the buyer; and

declaring a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the buyer.

12. The method of Claim 1, wherein initiating delivery of the regulated goods comprises initiating delivery of the regulated goods via a third party freight dispatcher in communication with the Web site.

13. A method of auctioning regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, wherein buyers communicate with the Web site via respective Web clients, the method comprising:

displaying information about regulated goods to be auctioned via the Web site;

conducting an auction over the computer network to solicit bids to purchase the regulated goods;

declaring a buyer that submits a highest bid for the regulated goods a winner; and

verifying that the winning buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods.

14. The method of Claim 13, further comprising verifying that the regulated goods offered for sale are legal for use within a buyer location in response to verifying that the winning buyer is
5   authorized to purchase the regulated goods.

15. The method of Claim 13, wherein displayed information about the regulated goods to be auctioned includes a specified quantity of the
10   regulated goods.

16. The method of Claim 13, further comprising initiating a transfer of funds from a financial account of the winning buyer to a financial
15   account of the seller.

17. The method of Claim 16, wherein initiating a transfer of funds comprises notifying a third party financial institution via the computer
20   network to transfer funds from a financial account of the winning buyer to a financial account of the seller.

18. The method of Claim 13, wherein conducting an auction over the computer network
25   comprises conducting an auction within a designated time period.

19. The method of Claim 13, wherein conducting an auction over the computer network
30   comprises listing cost information for shipping the regulated goods to a buyer location.

20. The method of Claim 13, wherein the regulated goods are selected from the group consisting
35   of agricultural chemicals, seeds, and animal health

products.

21. The method of Claim 13, further comprising storing information about a sale of regulated goods to the winning buyer.

22. The method of Claim 13, further comprising imposing restrictions as to where and from whom offers to purchase the regulated goods by buyers will be accepted.

23. The method of Claim 13, further comprising initiating delivery of the regulated goods to the winning buyer.

24. The method of Claim 23, wherein initiating delivery of the regulated goods comprises:
conducting a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the winning buyer; and
declaring a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the winning buyer.

25. The method of Claim 23, wherein initiating delivery of the regulated goods comprises initiating delivery of the regulated goods via a third party freight dispatcher in communication with the Web site.

26. The method of Claim 13, wherein conducting an auction comprises allowing a buyer to automatically increase a bid in response to bids from other buyers in order to win the auction.

27. A system for selling regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, and wherein

5 buyers communicate with the Web site via respective Web clients, the system comprising:

means for displaying information about regulated goods offered for sale via the Web site;

means for receiving an offer at the Web site

10 from a buyer, via a respective Web client, to purchase the regulated goods;

means for verifying that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a

15 regulatory agency for the regulated goods; and

means for sending an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

20 28. The system of Claim 27, further comprising means for verifying that the regulated goods offered for sale are legal for use within the buyer's location in response to verifying that the buyer is authorized to purchase the regulated goods.

25

29. The system of Claim 27, further comprising means for initiating delivery of the regulated goods to the buyer in response to verifying that the buyer is authorized to purchase the regulated

30 goods.

30. The system of Claim 27, further comprising means for initiating a transfer of funds from a financial account of the buyer to a financial

35 account of the seller.

31. The system of Claim 30, wherein the means for initiating a transfer of funds comprises means for notifying a third party financial institution via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

32. The system of Claim 27, wherein the information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

33. The system of Claim 27, wherein means for displaying information about the regulated goods offered for sale comprises means for displaying cost information for shipping the regulated goods to a buyer location.

34. The system of Claim 27, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

35. The system of Claim 27, further comprising means for storing information about a sale of regulated goods to the buyer.

36. The system of Claim 27, further comprising means for imposing restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

37. The system of Claim 29, wherein means

for initiating delivery of the regulated goods
comprises:

     means for conducting a reverse auction over
the computer network, wherein carriers, via respective
5   Web clients, can submit bids for delivering the
regulated goods to the buyer; and

     means for declaring a winning carrier,
wherein the winning carrier submitted a lowest bid for
delivering the regulated goods to the buyer.
10

     38.   The system of Claim 27, wherein means
for initiating delivery of the regulated goods
comprises means for initiating delivery of the
regulated goods via a third party freight dispatcher in
15   communication with the Web site.

     39.   A system of auctioning regulated goods
over a computer network, wherein the computer network
comprises a Web site of a seller and a plurality of Web
20   clients in communication with the Web site, wherein
buyers communicate with the Web site via respective Web
clients, the system comprising:

     means for displaying information about
regulated goods to be auctioned via the Web site;
25   means for conducting an auction over the
computer network to solicit bids to purchase the
regulated goods;

     means for declaring a buyer that submits a
highest bid for the regulated goods a winner; and
30   means for verifying that the winning buyer is
authorized to purchase the regulated goods by verifying
that the buyer has a valid license issued by a
regulatory agency for the regulated goods.

35   40.   The system of Claim 39, further

comprising means for verifying that the regulated goods offered for sale are legal for use within a buyer location in response to verifying that the winning buyer is authorized to purchase the regulated goods.

5

     41.   The system of Claim 39, wherein displayed information about the regulated goods to be auctioned includes a specified quantity of the regulated goods.

10

     42.   The system of Claim 39, further comprising means for initiating a transfer of funds from a financial account of the winning buyer to a financial account of the seller.

15

     43.   The system of Claim 42, wherein means for initiating a transfer of funds comprises means for notifying a third party financial institution via the computer network to transfer funds from a financial

20   account of the winning buyer to a financial account of the seller.

     44.   The system of Claim 39, wherein means for conducting an auction over the computer network

25   comprises means for conducting an auction within a designated time period.

     45.   The system of Claim 39, wherein means for conducting an auction over the computer network

30   comprises means for listing cost information for shipping the regulated goods to a buyer location.

     46.   The system of Claim 39, wherein the regulated goods are selected from the group consisting

35   of agricultural chemicals, seeds, and animal health

products.

47. The system of Claim 39, further comprising means for storing information about a sale of regulated goods to the winning buyer.

48. The system of Claim 39, further comprising means for imposing restrictions as to where and from whom offers to purchase the regulated goods by buyers will be accepted.

49. The system of Claim 39, further comprising means for initiating delivery of the regulated goods to the winning buyer.

50. The system of Claim 49, wherein means for initiating delivery of the regulated goods comprises:

means for conducting a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the winning buyer; and

means for declaring a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the winning buyer.

51. The system of Claim 49, wherein means for initiating delivery of the regulated goods comprises means for initiating delivery of the regulated goods via a third party freight dispatcher in communication with the Web site.

52. The system of Claim 39, wherein means for conducting an auction comprises means for allowing a buyer to automatically increase a bid in response to

bids from other buyers in order to win the auction.

53. A computer program product for selling regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, and wherein buyers communicate with the Web site via respective Web clients, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that displays information about regulated goods offered for sale via the Web site;

computer readable program code that receives an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods;

computer readable program code that verifies that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods; and

computer readable program code that sends an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

54. The computer program product of Claim 53, further comprising computer readable program code that verifies that the regulated goods offered for sale are legal for use within the buyer's location in response to verifying that the buyer is authorized to purchase the regulated goods.

55. The computer program product of Claim

53, further comprising computer readable program code
that initiates delivery of the regulated goods to the
buyer in response to verifying that the buyer is
authorized to purchase the regulated goods.

56.   The computer program product of Claim 1,
further comprising computer readable program code that
initiates a transfer of funds from a financial account
of the buyer to a financial account of the seller.

57.   The computer program product of Claim
56, wherein the computer readable program code that
initiates a transfer of funds comprises computer
readable program code that notifies a third party
financial institution via the computer network to
transfer funds from a financial account of the buyer to
a financial account of the seller.

58.   The computer program product of Claim
53, wherein the information listed about the regulated
goods offered for sale comprises a designation of a
time period within which offers to purchase the
regulated goods at the sales price will be accepted.

59.   The computer program product of Claim
53, wherein computer readable program code that
displays information about the regulated goods offered
for sale comprises computer readable program code that
displays cost information for shipping the regulated
goods to a buyer location.

60.   The computer program product of Claim
53, wherein the regulated goods are selected from the
group consisting of agricultural chemicals, seeds, and
animal health products.

61.   The computer program product of Claim 53, further comprising computer readable program code that stores information about a sale of regulated goods to the buyer.

62.   The computer program product of Claim 53, further comprising computer readable program code that imposes restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

63.   The computer program product of Claim 55, wherein computer readable program code that initiates delivery of the regulated goods comprises:

computer readable program code that conducts a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the buyer; and

computer readable program code that declares a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the buyer.

64.   The computer program product of Claim 53, wherein computer readable program code that initiates delivery of the regulated goods comprises computer readable program code that initiates delivery of the regulated goods via a third party freight dispatcher in communication with the Web site.

65.   A computer program product for auctioning regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web clients in communication

with the Web site, wherein buyers communicate with the Web site via respective Web clients, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that displays information about regulated goods to be auctioned via the Web site;

computer readable program code that conducts an auction over the computer network to solicit bids to purchase the regulated goods;

computer readable program code that declares a buyer that submits a highest bid for the regulated goods a winner; and

computer readable program code that verifies that the winning buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods.

66. The computer program product of Claim 65, further comprising computer readable program code that verifies that the regulated goods offered for sale are legal for use within a buyer location in response to verifying that the winning buyer is authorized to purchase the regulated goods.

67. The computer program product of Claim 65, wherein displayed information about the regulated goods to be auctioned includes a specified quantity of the regulated goods.

68. The computer program product of Claim 65, further comprising computer readable program code

that initiates a transfer of funds from a financial account of the winning buyer to a financial account of the seller.

5   69.   The computer program product of Claim 68, wherein computer readable program code that initiates a transfer of funds comprises computer readable program code that notifies a third party financial institution via the computer network to

10   transfer funds from a financial account of the winning buyer to a financial account of the seller.

70.   The computer program product of Claim 65, wherein computer readable program code that

15   conducts an auction over the computer network comprises computer readable program code that conducts an auction within a designated time period.

71.   The computer program product of Claim

20   65, wherein computer readable program code that conducts an auction over the computer network comprises computer readable program code that lists cost information for shipping the regulated goods to a buyer location.

25

72.   The computer program product of Claim 65, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

30

73.   The computer program product of Claim 65, further comprising computer readable program code that stores information about a sale of regulated goods to the winning buyer.

35

74. The computer program product of Claim 65, further comprising computer readable program code that imposes restrictions as to where and from whom offers to purchase the regulated goods by buyers will

5   be accepted.

75. The computer program product of Claim 65, further comprising computer readable program code that initiates delivery of the regulated goods to the

10   winning buyer.

76. The computer program product of Claim 75, wherein computer readable program code that initiates delivery of the regulated goods comprises:

15   computer readable program code that conducts a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the winning buyer; and

20   computer readable program code that declares a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the winning buyer.

25   77. The computer program product of Claim 75, wherein computer readable program code that initiates delivery of the regulated goods comprises computer readable program code that initiates delivery of the regulated goods via a third party freight

30   dispatcher in communication with the Web site.

78. The computer program product of Claim 65, wherein computer readable program code that conducts an auction comprises computer readable program

35   code that allows a buyer to automatically increase a

bid in response to bids from other buyers in order to win the auction.